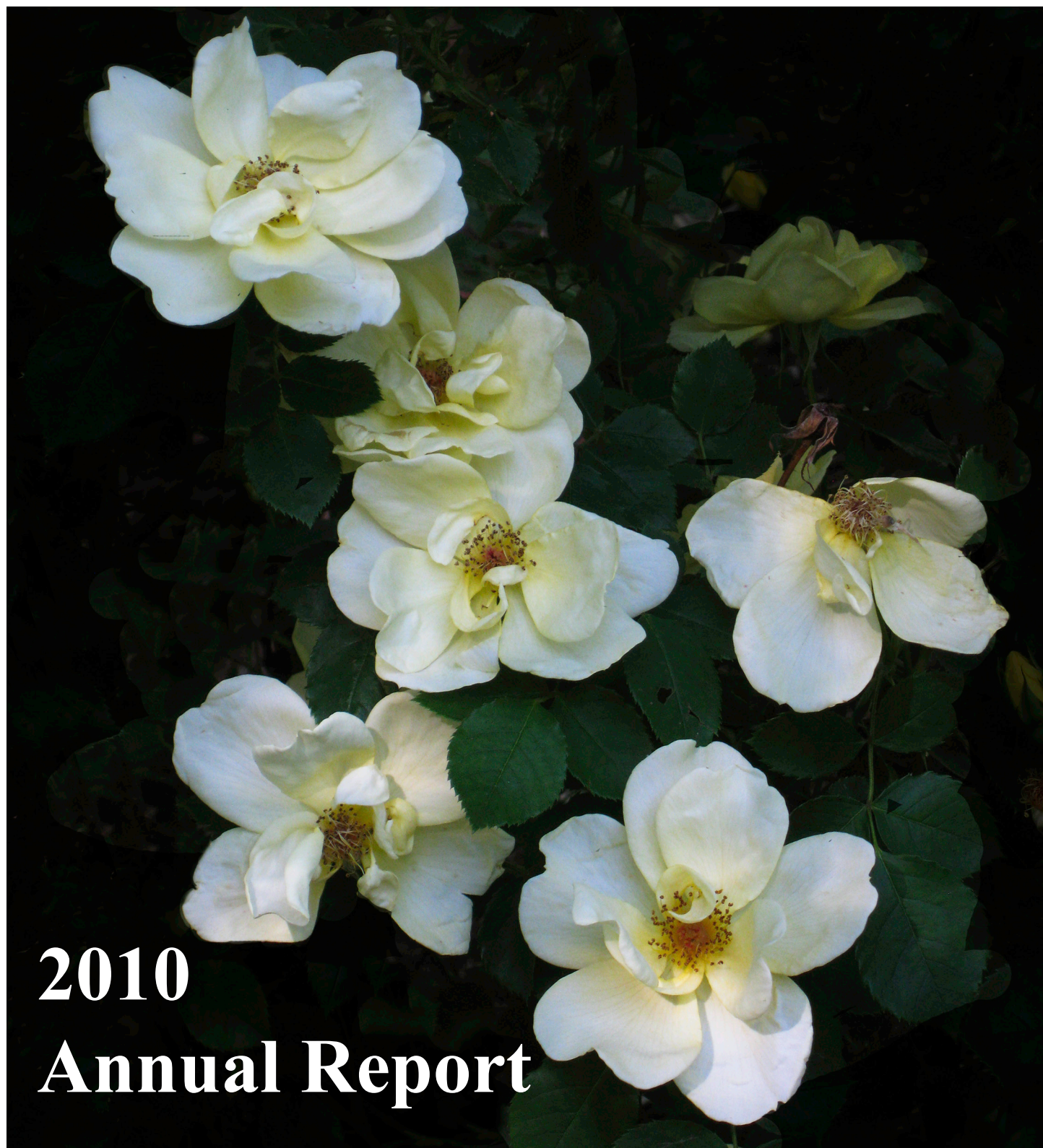




The Garden Club of America



2010
Annual Report



The Garden Club of America

From the President

As GCA looks ahead to its centenary in 2013, one thing is clear: our statement of purpose “to restore, improve and protect the quality of the environment” remains as relevant today as ever! The last year has been an exciting one – at Headquarters and in the clubs across the country – as GCA stakes out a leading role in protecting the environment through innovative grassroots efforts.

In the last year, we have seen oil spills in the Gulf, horrendous tornadoes, substantial rains and droughts. But through it all, GCA and our 199 member clubs in 40 states – have been at the forefront of creative and timely responses to environmental challenges. Close to home, the Board has been working hard to streamline our programmatic efforts at Headquarters and complete and implement a Strategic Plan. We’ve also warmly embraced technological innovation – preparing to launch a new and improved website that will make the enormous amount of information currently available easy to access. At the same time, we’ve inaugurated an exciting new communications tool, GCA eNews, which allows us to bring GCA news to our 18,000 GCA club members around the country – through their on-line email accounts. And we are energetically revamping and updating our publications in order to enhance our outreach to members and the public at large. In the future, GCA publications will be overseen by a Communications Committee and Communications Coordinator who will guarantee consistent quality and style.

We invite you to read on – to see, in the next few pages, a tiny sample of the wonderful work that is being done at the Club and Committee level around the country. Thanks to members and friends of the GCA, we have been able to fund more than \$200,000 in scholarships – supporting great young students in cutting edge research. We’ve convened a major national legislative conference that attracted a significant number of prominent leaders from the Legislative and Executive Branches. We have launched a massive national horticulture project to re-tree America – as part of our upcoming centennial celebration. And we’ve been advancing horticulture, flower arranging, and conservation through a vast array of activities – ranging from clean-up days, to seed exchanges, to programs and conferences in our communities.

The range of activities – and the outreach – are simply astounding. But they are a perfect example of the energy, power and inspiration of the GCA! Thanks to all who have made it possible and best wishes.

Joan George
President

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Improving and Protecting the Environment

Raising Issues on Capitol Hill

Three hundred GCA delegates – the maximum registration allowed – braved deep snows in late February to travel to Washington, DC for GCA's annual Legislative Affairs meeting on Capitol Hill. The delegates, from as far away as Hawaii, gathered for three intensive days of workshops and expert presentations before meeting with elected officials on timely environmental and conservation concerns. Rep. Earl Blumenauer, Rep. Chris Van Hollen, Senator Lamar Alexander, Senator Sheldon Whitehouse, US Secretary of Agriculture Tom Vilsack and Federal Energy Regulatory Commissioner John Norris were among the experts advocating grass roots action to address the environment.

It was the fourth “carbon free meeting” achieved by a donation to Carbonfund.org to offset the CO2 impact. On the docket: climate change, protecting the ocean, sustainable forestry, mountaintop mining, the Land and Water Conservation Fund and tax deductions for conservation easements.



GCA club members outside of Senator Tom Harkin's office before their visit during the National Affairs and Legislation meeting in Washington, DC.

Excerpts from the GCA Position Paper – Preservation of Native Plants.

... The GCA's commitments to protection of native plants include encouragement and support of:

- Legislation that will effectively protect our native plants, with emphasis on those at risk.
- Positive incentives (including funding) that would encourage private landowners to protect native plants.
- Cooperation with state and federal agencies as in the GCA project “Partners for Plants,” assisting work with rare/threatened species, invasive species and medicinal plants.
- The Missouri Botanical Garden Voluntary Code of Conduct's measures to prevent and control ecosystem damage by exotic invasive plants.
- The Be PlantWise partnership of The Garden Club of America, National Parks system, Lady Bird Johnson Wildflower Center and Student Conservation Association (www.beplantwise.org)
- Planting policies on public lands that use native plants, control invasive plants, and preserve or restore healthy ecosystems.
- Increased funding for plant protection and restoration on public lands, including adequate funding for more botanists.
- Implementation of federal field research projects to ensure sustainability of wild-collected medicinal plants.
- Encouragement of domestic and international trade in nursery-propagated native plants, including imported bulb species, thus eliminating damaging traffic in wild-collected flora.
- Educational programs to increase awareness of the need to protect native plants.
- Public and private support of botanical education for a well-trained future workforce (such as GCA fellowships).

The GCA researches, writes and endorses official position papers on a variety of environmental issues.

Improving and Protecting the Environment

Trees, Our Living Legacy

Trees, Our Living Legacy is a project of the National Horticulture Committee designed to re-tree our cities and parks in communities across America. 199 clubs have announced projects. Leading the way was The Gardeners Club – one of the GCA founding clubs – which donated specimen trees for planting in Philadelphia’s Fairmount Park: a collection of *Metasequoia glyptostroboides* (dawn redwood), *Cladrastis Lutea* (yellowwood), *Halesia carolina* (Carolina silverbell), *Cotinus obovatus* (American smoketree) and *Styrax obassia* (fragrant snowbell). Mark A. Focht, Director of Fairmount Park, called the donation a wonderful enhancement to the historic park.



Crabtree from Rochester Garden Club's tree project

Protecting our Parks – Partners for Plants

The Partners for Plants program is a joint initiative of the GCA Conservation and Horticulture Committees and pairs local GCA clubs with managers of state, federal and other significant public lands to remove invasive plants or monitor or introduce rare, endangered, or medicinal species. The project provides funding for consulting biologists. In 2010, GCA had 25 projects around the country:

- Acadia National Park, ME
- Sachuest Point National Wildlife Refuge, RI
- Rush Oak Opening, NY
- South Mountain Reservation, NJ
- Great Swamp National Wildlife Refuge, NJ
- Sewickley Heights Borough Park, PA
- Adkins Arboretum, MD

- Congaree National Park, SC
- Black Bayou National Reserve “Friends of Black Bayou”, LA
- Anahuac National Wildlife Refuge, TX
- Riverwoods State Natural Area, Germantown Rd. Right of Way, TN
- Cheekwood Botanic Garden and Percy Warner Park, TN
- Houston Arboretum and Nature Center, TX
- Cuyahoga National Park, OH
- Neal Smith National Wildlife Refuge, IA
- Wolsfeld Woods, MN
- Chicago Botanic Garden, IL
- Mulkey Meadows Inyo National Forest, CA
- Gaviota State Park, CA
- John B. Yeon State Park, CA
- Montlake Cut, WA
- Pike National Forest, CO
- Landells-Hill Big Creek Reserve, CA
- Point Lobos State Park, CA
- Edgewood County Park, CA
- Diamond Head State Park, HI

Enhancing our Communities through Civic Projects

Although the GCA is headquartered in New York City, the real lifeblood of its efforts is at the local level. One hundred ninety-nine clubs in communities across the country independently design, implement and undertake projects in keeping with the GCA mission: to educate as well as preserve and protect our environment. In the past, local clubs have mounted campaigns to halt the proliferation of billboards and to save the California redwoods. Today, that effort continues. In 2009-2010, thousands of GCA club members literally got their hands dirty as they preserved, protected and restored green space. Here are just a few of THE exciting projects underway.

Bedford, NY – **The Bedford Garden Club** joined with the Bedford Energy Advisory Panel to co-sponsor the town’s first Environmental Summit. The green trade show aimed to raise awareness about environmental issues affecting the 18,000 resident community and resulted in the adoption of the first comprehensive Climate Action plan including 75 different projects promoting sustainability. The summit drew 124

Improving and Protecting the Environment

participating organizations and local civic and environmental leaders as well as national figures including Robert F. Kennedy Jr. and Thomas Lovejoy, creator of the “Nature” TV series. Workshops covered composting, school and community gardens, home farming and waste recycling issues. The event earned the Westchester County Government Sustainability Award, the Federated Conservationists of Westchester County Green Award and a 2010 GCA Public Relations Award. A free downloadable “Summit in a Box” guide – offering a detailed blueprint for organizing an Environmental Summit – is available to GCA members and the public at www.Bedford2020Coalition.org

Baltimore, MD – The **St. George’s Garden Club** launched a successful “Bags For Baltimore” project that offers a model for communities seeking to diminish use of plastic bags. Armed with 5000 imprinted reusable bags, the club members targeted 2000 4th and 5th grade children in public schools during Earth Week. Each child was encouraged to enter a composition contest telling what s/he had learned and how s/he planned to implement what had been learned. 45 winners were treated to a behind the scenes tour of the M & T Bank Stadium, including locker rooms, press box, sky box, restaurants, etc. The project sponsor, M & T Bank, also received the Mayor’s Public Service Award for funding the project in conjunction with a proclamation calling Earth Day 2010 (April 22, 2010) *Bags Over Baltimore Day*.

Colorado Springs, CO – Venetucci Farm is a working, diversified farm, where sustainable agriculture is practiced and taught with the goal of restoring and preserving a healthy farm ecosystem. Wanting to preserve this valuable piece of land as a farm, the Venetucci family put it into conservancy and gifted the farm to the Pikes Peak Community Foundation in 2006. **The Broadmoor Garden Club** has been working with Venetucci Farm since that time, providing both manpower and funding for its diverse needs. In 2010, The Broadmoor Garden Club helped to plant heirloom vegetables and flower seeds in the children’s garden and provided tours to 780 school children.

Honolulu, HI – “Planting for a Better Future” is a project of the **Garden Club of Honolulu** focused on the inmate population of the Women’s Community Correctional Center, the Hawaii state prison for women. The project began in 2000 when the

prison acquired several small trees to improve its landscaping. A group from the Garden Club of Honolulu helped the inmates with the planting of these trees and advised them on their maintenance.

Seeing the enthusiasm engendered by this simple project, the club realized the potential for converting a weed-infested acre of prison property into a working garden. The membership invested \$20,000 to help fund a hydroponic nursery, a greenhouse, a tool shed and planting material. In the intervening years, the members have given many hundreds of hours at the prison, teaching horticulture, flower arranging, and classes in Hawaiian medicinal plants; the cultivation, sale and export of nursery plants and flowers form a major industry in Hawaii.

Hawaii imprisons a higher percentage of women than any other state and more than 40% of those women are of Hawaiian ancestry. Between 2000 and 2004, the recidivism rate at the prison had dropped from 36% to 16%, a figure the warden attributes directly to the success of this program. Since receiving a Founders Fund grant in 2004, an unused acre has been cultivated for further planting with the installation of irrigation and the construction of a lo’i, a traditional terraced plot for growing the culturally significant crop, taro.

Plainfield, NJ – **The Plainfield Garden Club** focused its efforts on renovation of the Shakespeare Garden, an Olmsted designed garden in Cedar Brook Park, Union County, NJ. Club members have maintained the garden in partnership with the Union County Park Commission since 1927. A new fence, pergola and retaining wall were constructed and brick pavers installed under and around the pergola. Plants in the garden feature those grown during the Elizabethan Era or mentioned in Shakespeare’s plays.

Staunton, VA – **The Augusta Garden Club** has enlisted the assistance of the Virginia Secretary of Natural Resources as they examine construction plans for a strip mall near Lewis Creek, a tributary of the Middle River. The State officials have offered to provide technical assistance in the review of any erosion and sediment control plan.

Educating the Public and Ourselves

Scholarships

Advancing education is a key focus of The Garden Club of America and its scholarship program is a central tool for identifying and supporting the next generation of environmentalists across the country. In 2010, the National Scholarship Committee distributed \$211,500 to 54 recipients.

Award winners came from more than 30 schools including Harvard, Brown, Columbia, Berkeley, Tennessee Tech, the University of Washington, Penn State and Washington University (St. Louis). The projects reflected similar scope, ranging from Horticulture, Botany, Conservation, Garden History and Design, to Desert Studies, Native Bird Habitats, Ecological Restoration, Urban Forestry, Summer Environmental Studies, and Coastal Wetlands.

Take a look at a few of GCA's scholarship recipients:

Simon Vecchioni from Brown is participating in Operation Wallacea's Indonesia Expedition 2010 to conduct biodiversity fieldwork and environmental research.

Juliet Lamb, a master's candidate at the University of Massachusetts, is assessing the effectiveness of controlled burning and fabric barriers for restoring tern nesting habitat in the Gulf of Maine.

Wesley Beaulieu, a graduate student at Indiana University is studying "Morning Glories and Ergot Alkaloids" with plans to use multiple approaches to confirm the presence of fungi in other species. He is a recipient of the **Anne S. Chatham Fellowship in Medicinal Botany**, selected by a panel of botanists appointed by the Missouri Botanical Garden, and approved by the Scholarship Committee.

Rachel Meyer, a student at the New York Botanical Garden, will explore the "Diversity and Regulation of Phenolic Compounds Found in Asian Heirloom Eggplant Varieties and Wild Relations."

Leanna Heffner, a Ph.D. candidate at the University of Rhode Island, is studying coastal marine ecology

with a focus on ecosystem response to human disturbances and the efficacy and development of coastal management and policy.

Luke Negoita, recipient of the **GCA Summer Scholarship in Field Botany** writes, *"The summer I spent studying my project in Maine was one of the most important learning experiences in my academic career, and I am grateful to the Garden Club of America for supporting my education."*

Rome Prize

Founded in 1928, The **American Academy in Rome** is one of the leading American overseas centers for independent study and advanced research in the arts and humanities. Each year, through a national juried competition, the Academy offers up to 30 Rome Prize fellowships including the prestigious **Garden Club of America Rome Prize in Landscape Architecture**. Described as an "estate of the mind," the Academy provides students with an atmosphere for unregimented study, independent work, and inspiration.

www.aarome.org

The 2010 winner of the GCA Rome Prize is **Fritz Haeg**, artist, designer, writer, gardener and graduate of the Carnegie Mellon School of Architecture. Mr. Haeg works across a range of disciplines and media. He has exhibited in museums around the world, including the San Francisco Museum of Art, the Whitney Museum, and the Tate-Modern. Fritz Haeg's project is titled *Roman Wilderness MMX: Urban Agriculture, and Street Choreography*.

The Garden Club of America has a long-standing relationship with the Royal Horticultural Society. GCA and RHS have annual reciprocal scholarships: the **Interchange Fellowship** offers a British student an opportunity to study in the United States and the **RHS/McLaren Horticultural Scholarship** provides study and internships in the UK for a year. GCA's 2009 **Martin McLaren Scholar in Great Britain**, **Jason Lattier**, created a first – a travel blog. You can find it at <http://jasondlattier.blogspot.com/2010/05/lost-gardens-of-heligan.html>.

A full listing of the scholarship winners and their projects can be seen at www.gcamerica.org.

Educating the Public and Ourselves

Symposia and Travel

In keeping with its mission, The Garden Club of America promotes solid educational programs that inspire its members and the public. In 2010, Garden Clubs sponsored literally thousands of educational programs across the country, as well as several national symposia and field trips.

The Shirley Meneice Horticultural Symposium takes place annually at important botanical institutions and gardens. In 2009-10, participants visited the Chicago Botanic Garden and heard from a range of distinguished horticulturalists.



Studying seeds under microscopes at the Shirley Meneice Horticultural Symposium

Oregon Conservation Fieldtrip. In 2009-10, members of the GCA Conservation Committee trekked to Oregon for four days of tours and presentations centered on sustainability and environmental challenges in and around Mount Hood, the Columbia River Gorge and coastal forests along the Pacific Rim. Wildflower experts, timber managers, and elected officials offered insights on local concerns, rounded out by tours of Timberline Lodge, the Columbia River Gorge, The Bonneville Dam, Tillamook Forest and the coastal rain forest of Ecola State Park.

The Visiting Gardens Committee offered three domestic travel trips and one international trip — giving members the opportunity to study flora and fauna first hand.

South Africa in Style, October 29 – November 13, 2009. Travelers experienced the dramatic beauty from seaside to mountain top, vineyard to private garden, ending the trip at an amazing safari lodge where animals roamed free in an ecosystem unparalleled in the world.

With unmatched southern hospitality, travelers were introduced to the history of the Georgia and South Carolina Coasts, and a slower pace of life, as they traveled the **Plantations of the Low Country, March 10 -14, 2010.**

California Dreaming: The Gardens of Santa Barbara and Montecito, April 25-30, 2010, offered entrees to historic and beautiful sights including a 37-acre botanical wonder, a 65-acre multi-habitat garden, and a 12.5 acre estate boasting 7000 eucalyptus trees and a Roman villa.

Private rail car provided a journey to the past in **The GCA Express, St. Louis to Chicago, May 31 – June 6, 2010.** This trip mirrored a three-week train trip made years earlier by GCA members across the United States, visiting gardens along the way.



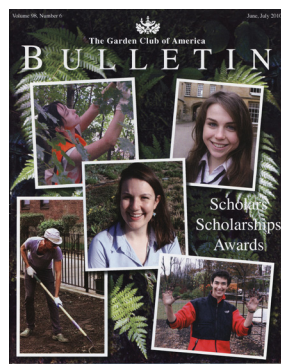
Travelers pose before boarding The GCA Express in St. Louis, bound for Chicago.

Educating the Public and Ourselves

GCA Publications

In 2010, GCA's communications reached a new level of sophistication and appeal. From flower arranging to photography and conservation, GCA's publications showcase the finest in design while offering topical, timely articles that inspire and inform. With the retirement of long-time Bulletin editor Sally Squires, GCA commenced a search for a Communications Coordinator who will provide support for all areas of GCA communications.

GCA Bulletin – GCA's oldest and premier printed publication, first printed in 1913, is mailed to more than 18,000 members across the country six times a year. The publication offers an array of stories on GCA activities, including GCA history, national committees and club activities.



By Design – For aspiring flower arrangers and flower arranging judges, this subscription quarterly publication provides information on current shows, events, educational articles and photographs about the latest styles, trends and material used in flower arranging in the U.S. and internationally.



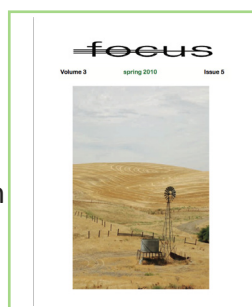
Photograph of Cattleya harrisoniana by Arbellia S. Dune, Zone I Flower Show Committee Representative, North Shore GCA

The Real Dirt – This online quarterly horticulture magazine offers eye-catching photography and stories on topics ranging from espaliering camellias to bog gardens and "Ask Ms. Hortus."



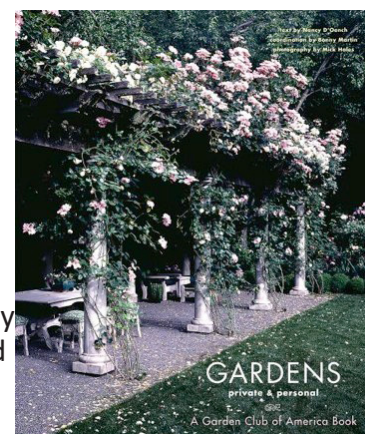
GCA eNews – As of 2010, in months alternating with the *Bulletin*, members now receive updates and timely information directly to their email accounts.

FOCUS – This colorful online quarterly publication provides detailed information on how to photograph nature and succeed in photographic competitions.

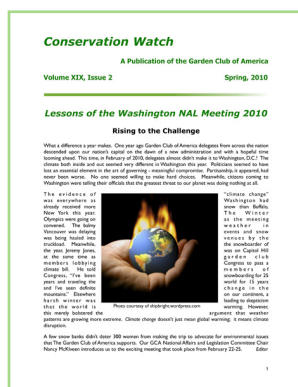


GCA Books

On the book front, 2010 was also a busy year. Botanical gardens and arboreta throughout the country received copies of GCA's two-set reproduction, *Gardens of Colony and State*, an appealing historic volume of garden history and design.



The stunning *Gardens Private and Personal* by Nancy D'Oench and Bonny Martin entered its second printing.



Conservation Watch – This online magazine published five times yearly with articles on conservation topics ranging from sustainable agriculture to genetically modified foods, the Centennial Tree Project, the smart grid, home cleaning products, and climate change.

Stimulating the Love and Knowledge of Gardening

Horticulture, Flower Arranging and Photography

In 2009-10, GCA clubs held 40 flower shows open to the public in 40 cities, and more than 60 in-club shows featuring artistic, horticultural and photographic divisions. The shows also promote the conservation of endangered and threatened plants, while prohibiting the use of invasive plants.



"Flower shows are a capsule education in horticulture. Flower shows stimulate interest in horticulture and conservation; they develop aesthetic sense and educate."

Flower Show Committee Chairman.

Conservation Exhibits

In 2010, the GCA Flower Show, Horticulture and Conservation Committees launched a new program to include conservation exhibits in all public flower shows. These exhibits can be originated by member clubs or created with a partnering organization. Clubs strive to receive the Marion Thompson Fuller Brown Conservation Award for an outstanding conservation exhibit. In 2009-2010, conservation exhibits focused on Dutch elm disease and beetle resistant cultivars, sustainable building products, native plants, and green roofs. Several can be downloaded and are available for display at other venues.

The Committees also developed a series of recommendations to encourage flower arrangements and exhibits grown by sustainable garden practices. This means plants grown without synthetic fertilizers or toxic sprays, using composted organic materials, microorganisms, beneficial insects, insect controls and mineral powders. Exhibits grown using these practices were spotlighted.



The Judging Program

A thousand judges maintain and promote the standards of excellence for judging in flower shows set by the Garden Club of America. In 2010, GCA member judges traveled to shows around the country to reward the efforts of club members in horticulture, flower arranging and photography. Regular workshops ensure training and professional development for prospective and established judges.

Stimulating the Love and Knowledge of Gardening

Seed Share

Collect, Conserve, and Grow is the motto of the GCA Seed Share Program which unites GCA growers around the country with propagators. In 2009-10, the GCA Horticulture Committee offered over 25 different seed varieties, ranging from *Sisyrinchium bellum*, blue-eyed grass, to *Ginkgo biloba*, the ancient maidenhair tree, via email order. *Seed Share* offers members a vehicle for sharing special seeds with other gardening enthusiasts.



Asclepias speciosa, Showy Milkweed

The Flower Arranging Study Group of the Garden Club of America

The Flower Arranging Study Group is a member of the World Association of Flower Arrangers (WAFA) whose mission is three-fold: education, the promotion of floral arts, and conservation.

GCA's Flower Arranging Study Group is honored to co-host the 10th World Flower Show with the Assembly of Flower Arrangers (of the National Garden Clubs) in Boston from June 15 – 19, 2011.

www.wafausa.org



Seed Share Chairman, Rumson Garden Club:

"When you order or give seeds, the resulting plants will always provide a special connection between you and another gardener. The operative words here are easy, potentially addictive and fun. We encourage all members to explore the new Seed Share."

The GCA Plant of the Year – The Montine McDaniel Freeman Horticulture Medal

For fifteen years GCA has had a unique medal – awarded only to plants. The competition has been open to any native plant that is under-utilized but worthy of preservation, propagation and promotion. Beginning in 2010, the name of the medal was expanded to "Plant of the Year" to give wider recognition to the award, and a new system for nominations is being implemented. Hardy herbaceous perennials are eligible in the even years; trees and shrubs in the odd years. Vines are evaluated on a case by case basis as they may fall into either category.



In 2010, the winner was Spigelia marilandica, Indian Pink, a beautiful perennial native to the southeastern U.S.

Honorable mention went to Sibbaldiopsis tridentate 'Nuuk,' cinquefoil.

Stimulating the Love and Knowledge of Gardening

Promoting Historic Preservation

Since its founding, the GCA has been a national leader in preserving America's gardening history. Under the aegis of the Garden History and Design Committee, that effort continues in partnership with the Archives of American Gardens at the Smithsonian Institution. In 1987 the GCA donated its unique slide library of Notable American Parks and Gardens to the Smithsonian: nearly 3,000 hand-colored glass lantern slides dating from the 1920's and 1930's, along with approximately 37,000 35mm slide images of gardens that date from colonial times. These form the core of The Archives collection housed in the Smithsonian's Horticulture Services Division. With GCA's volunteer commitment and financial support of a summer intern, the collection now holds more than 80,000 photographic images and records documenting over 6,300 historic and contemporary American gardens. <http://sirismm.si.edu/siris/collectionaag1.htm>. GCA members around the country continue to photograph and document historic gardens for research by scholars and the public.



The Garden History and Design Committee assembled at the Hirshorn Museum for their annual meeting with the Smithsonian Archives of American Gardens.

GCA's own archives at our New York City headquarters consist of historical information since the GCA's inception in 1913 including files on all member clubs, the founding members, the presidents and honorary members, annual meetings and other topics. The Archives are home to a collection of photo albums devoted to the International Flower Show and displays from the early 1920s. Outside researchers and scholars are welcome; information regarding access is available upon request.



Judges at the International Flower Show, New York City, 1934.

photo courtesy of GCA archives

Stimulating the Love and Knowledge of Gardening

Planning for our Centennial

The GCA's centenary is a mere three years away. So 2010 has been a time of energetic preparation for this landmark in our history.

GCA Rare Books Exhibit at the Grolier Club. Thanks to the generous support of the Arthur F. and Alice E. Adams Foundation of Miami, Florida, planning is well underway for a special Centennial Exhibition and fully illustrated catalog of GCA's rare books at the distinguished Grolier Club. GCA's collection, which was meant to be studied as well as to be admired, is comprised of about 500 volumes and includes



19th and 20th century gardening magazines, 18th to 20th century books on landscape design and flower arranging, horticultural dictionaries, botanical books and manuals, garden books by GCA authors of the 20th and 21st centuries, letters from Gertrude Jekyll and first editions of Rachel Carson's books, including *Silent Spring*. One of the oldest books in the collection is a 17th century Gerarde Herbal; one of the more recent acquisitions is a bound set of early 20th century South African journals with hand-painted botanical plates obtained in 2010.

In 2010, Volume I of Mark Catesby's *The Natural History of Carolina, Florida and the Bahama Islands* was restored by Gisela Noack, retired head of the Yale University Conservation Studio for Book and Paper Restoration. The Catesby, a third edition published in 1791, was donated in the early 1980s in honor of Mrs. Jonathan Bulkley, sixth GCA president.

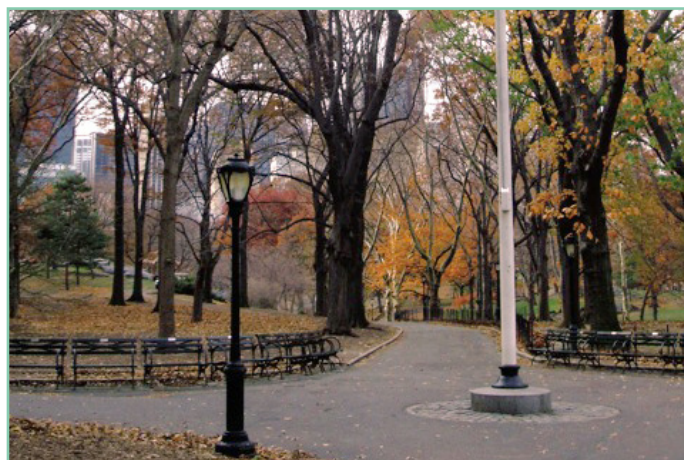
GCA Centennial Daffodil. The Garden Club of America Daffodil is the name of the Division 2 daffodil being grown by Dutch grower Jan Pennings and distributed by Brent and Becky's Bulbs. The bulb is available to members and will be planted in public gardens across America to mark GCA's centennial.



There are many other works of art created in honor of the centennial including jewelry and a scarf.

Founders Fund Centennial Project

With national headquarters located steps from Central Park, the Garden Club of America has had a long-standing special relationship with America's foremost urban public space. As part of GCA's centennial celebration, the GCA Founders Fund Committee recently partnered with the **Central Park Conservancy** to renovate Central Park's East 69th Street entrance and surrounding area in the park. The project will create a more inviting park experience using a harmonious blend of materials and a revised layout that ties the entrance with the unique character of the valley. Park visitors' visual senses will be piqued by new native plantings offering seasonal texture while preserving Olmsted's original design. Additional plans include enhancing the 69th street entrance with a more generous threshold and lining the walking path with flowering trees. 121 of the 199 GCA clubs have already contributed, representing every zone in the GCA. The GCA has committed \$500,000 to the project and groundbreaking is expected in 2011. The GCA anticipates project completion by 2013.



View of 69th Street entrance to Central Park before renovation

Recognizing Outstanding Achievement

GCA Awards

The awards program is a central element in GCA's endeavors. Each year we identify and honor many exceptional individuals and organizations whose efforts are in keeping with the mission of the GCA. In 2010, nearly 400 awards were given at the regional and local level to club as well as community members. At the national level, the GCA honored nine outstanding individuals with the following medals. The list of previous winners may be found on the website.

Medal of Honor for outstanding service to horticulture awarded to **Peter J. Olin** for his service to horticulture and his commitment to connecting people with plants and landscapes as the Director of the Minnesota Landscape Arboretum.

Frances K. Hutchinson Medal for distinguished service to conservation awarded to **Michael Houck** for having energized us to turn dreamy visions of what was almost lost forever into doable scenarios for environmentally and economically sound urban communities.

Margaret Douglas Medal for notable service to the cause of conservation education awarded to **Anita B. Gorman** for her remarkable vision and tireless effort to bring a conservation campus to the urban core, providing an interactive education and wildlife facility to urban residents.

Katharine Thomas Cary Medal in recognition of outstanding achievement in the field of flower arrangement education awarded to **Lucinda Smith Seale**. The recent growth and sophistication in the art of flower arranging in the Garden Club of America is due in large measure to the dedication and efforts of Lucinda Seale.

Amy Angel Collier Montague Medal for outstanding civic achievement awarded to **John A. Karel**, a leader of extraordinary vision, dedication and skill who has made remarkable contributions to the preservation and restoration of historic landscapes and civic structures of national significance.

Cynthia Pratt Laughlin Medal for outstanding achievement in environmental protection and the maintenance of the quality of life awarded to **Deen Day Sanders** for a lifetime of benevolent support for institutions and causes that nurture and protect our planet and its people.

Jane Righter Rose Medal for outstanding civic achievement in community rose gardens of educational value awarded to **Harriet Beecher Stowe Center's Antique Rose Garden** for outstanding cultivation and display of heritage roses, and for honoring their educational value in the Harriet Beecher Stowe Center's Victorian rose gardens.

Medal for Historic Preservation for outstanding work in the field of preservation and restoration of historic buildings and gardens of national importance awarded to **Mount Vernon Ladies' Association** for 150 years of inspiring leadership in historic preservation and farsighted ability to bring America's first president alive through restoration, interpretation and education.

Elizabeth Craig Weaver Proctor Medal in recognition of outstanding achievement and in tribute to creative vision and ability in the interpretation and furtherance of the aims of The Garden Club of America awarded to **Nathaniel Pryor Reed** in recognition of his lifelong commitment to conservation and preservation of our natural resources and his tireless efforts to promote environmental issues.



l to r (front row): Anita B. Gorman, Deen Day Sanders, Lucinda Smith Seale, Jean Sherrill (Mt. Vernon Ladies' Assoc.), (back row): Peter J. Olin, John A. Karel, Christiana Gianoulis (Stowe Ctr.), Michael Houck and Nathaniel P. Reed

Recognizing Outstanding Achievement

Founders Fund Award

Each year, the GCA awards \$25,000 to an outstanding community project proposed by GCA member clubs. In 2010, the winner was **The Urban Farm and Produce Stand, Wilmington, DE.**

The summer of 2010 was busy for the Urban Farm and Produce Stand. Since May, 900 pounds of vegetables were produced, 17 production beds with a drop irrigation system were constructed and the number of farming families increased to 18, spanning three generations. In addition, a part-time farmer/volunteer coordinator was hired, partnerships with local restaurants were explored and work continued on the business plan. In the fall, high-tunnel hoop houses were installed for fall and winter crop production. Now in its second growing season, the Urban Farm is teaching city residents how to grow and harvest their own food.



Runners up were **Trees + Training, New Haven, CT** restoring the New Haven Urban Canopy and **Storm King Wavefield, Mountainville, NY.** Each received an award of \$7500.



Honorary Members left to right: Lynden Miller, Dr. Bernard Sweeney, Tovah Martin, Spencer Crews and Howard Pellett

Honorary Members

In 2010, the GCA admitted into membership five new Honorary Members who are nationally known figures in horticulture, flower arranging and conservation.

Tovah Martin – Distinguished horticulture journalist, speaker and gardener. Author of the award winning *Tasha Tudor's Garden* and *The New Terrarium: Creating Beautiful Displays for Plants and Nature* (Feb. 2009). Martin is also the recipient of the 2008 Garden Club of America's Sarah Chapman Francis Award for outstanding literary achievement.

Lynden Miller – Famed landscape designer widely recognized for turning barren New York City public spaces into lovely gardens. Creator of the perennial borders just outside the Enid Haupt Conservatory at the New York Botanical garden and author of *Parks, Plans and People: Beautifying the Urban Landscape*. Miller is also the recipient of the 1992 GCA Elvira Broome Doolan Medal in recognition of "innovative work in landscape architecture with emphasis ... on civic development in urban areas."

Bernard Sweeney – President and Director of the Stroud Water Research Center and distinguished scientist and dedicated educator. Leading authority in the field of aquatic ecosystems as well as an eloquent proponent for environmentally responsible management of watersheds. Sweeney is also the recipient of the 2006 GCA Margaret Douglas Medal for notable service to the field of conservation.

Spencer Crews – Executive Director of the Lauritzen Gardens, the Botanical Center in Omaha, Nebraska. An avid community volunteer and professional in landscape architecture, horticulture and botanical garden management.

Howard Pellett – Emeritus professor at the University of Minnesota and founder of the Landscape Plant Development Center at the Minnesota Landscape Arboretum. A recognized researcher on adaptive landscape plant materials as well as the breeding and evaluation of plants. His plant introductions include Northern Light azalea series, Northern Sun Forsythia, Cardinal Dogwood and the Emerald Triumph Viburnum.

The Annual Meeting and the Advantages of Association

Annual Meeting 2010



New Jersey: The Garden State

Each year, the GCA hosts its annual meeting in a special locale and in 2010 it was New Jersey. Entitled New Jersey: The Garden State, the three day meeting offered history, horticulture and more to over 450 delegates from around the country. Keynote speakers included acclaimed landscape historian Amy Freitag who addressed GCA history.

Delegates toured Westland, the former home of President Grover Cleveland, Princeton University and an array of outstanding residential gardens and participated in a range of workshops on leadership, civic engagement, and membership strategies. Club presidents and delegates from around the country met, exchanged ideas and compared best practices.

For further information visit:
www.gcamerica.org